

1003071165

## TILL TELL THE WOLF



WHENEVER you hear my famous Call for Philip Morris, you're listening to good advice. I promise you'll like Philip Morris... they're proved better for your nose and throat! superiority recognized by eminent medical authorities.\* Today . . .

## CALL FOR PHILIP MORRIS

\*No other cigarette can make that statement!

AMERICA'S  
FINEST  
CIGARETTE

CREATORS OF FAMOUS CIGARETTES  
FOR 60 YEARS—ALWAYS UNDER  
THE PHILIP MORRIS NAME.

## EVERYBODY JOIN IN THE CHORUS-



## 126 *Call* FOR PHILIP MORRIS!

Why? Because you'll like Philip Morris... the grand flavor and aroma of the world's finest tobaccos... the freedom from irritation, "smokers' cough," and all such smoking-penalties. Philip Morris have been proved better for your nose and throat—superiority recognized by eminent medical authorities. So . . . Call for Philip Morris—

AMERICA'S  
FINEST  
CIGARETTE

/Z-33

1003071165